



Devjani Choudhury

CORPORATE TRAINER & LEARNING DEVELOPMENT PROFESSIONAL

STRATEGIC TALENT DEVELOPMENT LEADER | L&D EXPERT | SAP LMS & TRAINING AUTOMATION SPECIALIST | EMPLOYEE ENGAGEMENT & HR OPERATIONS PROFESSIONAL

SUMMARY

Results-driven Talent Development Senior Manager with expertise in L&D, HR Operations, and Workforce Management. Skilled in training program design, e-learning solutions, SAP LMS implementation, and process automation. Adept at team leadership, compliance audits (ISO & CMMI), and fostering a culture of continuous learning.

MARKETING & SALES COMMUNICATIONS

- **Email Marketing:** Managing Mass Emailer and Digital Campaigns.
- **Text Marketing:** Marketing using SMS Flooding and WhatsApp Messages.
- **Telephony IVR:** Integrated Basic IVR for inbound calls.
- **Conventional Calling:** Sales and Marketing related Cold Calling.
- **Physical marketing:** Designing & Developing Flyer and banner as distribution material.
- **PR Strategies and Execution:** Participating in community & industry events, using press releases, Targeting local TV/Radio stations and media outlets.

IT SOFTWARE & APPLICATIONS

- **CRM (Zoho):** Managed & Coordinated for Customization of Customer Relationship Management System as Lead and L&D Manager.
- **Telecommunication (Knowlarity):** UCaaS (Unified Communication As A Service) Setup
- **Feedback Management (Office365/Google Forms):** Demo Feedback & Quality Check forms
- **Video Conference (MS-Teams, Zoom & Google Meet):** Mobile Training, Product Training, Sale Training, Application Training and more.
- **Learning Management System (LMS):** SAP based LMS designing & implementation.

SUMMARY OF SKILLS

- **Learning & Development (L&D):** Training strategy, onboarding, upskilling, e-learning, TTT sessions
- **Talent Development:** Competency mapping, leadership coaching, growth frameworks
- **Process & Performance:** Workforce analytics, automation, impact assessment
- **HR & Compliance:** Employee relations, policy communication, POSH, ISO, CMMI
- **Training Tools & Tech:** SAP LMS, Zoho CRM, IVR, AI-driven learning solutions
- **Content Development:** Instructional design, gamification, quizzes, engagement tools
- **Soft Skills & Communication:** English, customer service, behavior, grooming, etiquette
- **Marketing & Digital:** social media, content marketing, email & SMS campaigns
- **Design & Technical:** Video editing, voice-over, Photoshop, Canva, CorelDraw

PROFESSIONAL EXPERIENCE

AVASO TECHNOLOGY SOLUTIONS PRIVATE LIMITED – MOHALI (BRANCH) SR. MANAGER TALENT DEVELOPMENT (TD) – SEPTEMBER 2024 – PRESENT

A dynamic and results-driven professional leading talent development initiatives to enhance employee skills, drive organizational growth, and foster a culture of continuous learning. Passionate about designing innovative training programs, leveraging modern learning technologies, and aligning development strategies with business goals.

- Lead the design & execution of learning strategies, identifying training needs through job analysis, performance appraisals, and leadership consultation.
- Develop and implement a TD model to support organizational growth and future scalability.
- Design and deliver e-learning courses, workshops, and company-wide training programs, utilizing modern learning methods (coaching, mentoring, online training, etc.).
- Assess training effectiveness, career development plans, and employee competency growth to optimize performance.
- Manage TD budgets, negotiate contracts, and oversee training teams, ensuring high-quality learning experiences.
- Introduce automation and AI-driven learning technologies, enhancing training efficiency and engagement.
- Play a key role in SAP LMS design and implementation to streamline learning processes.
- Serve as an auditee for ISO & CMMI certification audits, ensuring compliance with quality and process standards.
- Ensure alignment with industry best practices, fostering a culture of continuous learning and professional development.

DESIGNING TOOLS

- **Image Modulation & Editing:** MSPaint, CorelDraw, Photoshop
- **Video Editing & Voiceover:** Video Editor, VN, VideoShow, Kinemaster, Quix
- **Voice Over & Dubbing:** Canva, YT Studio, Audio Editor

TECHNICAL SKILLS

- **Office Applications**
 - **MS Office:** Word, Excel, Power Point, Picture Manager, Outlook
- **Operating System**
 - **Windows:** 98, 7, 8, 10, 11
 - **Apple (iOS):** 15.3 (iPhone, iPad, or iPod touch)

ROLES AND RESPONSIBILITIES

- **Learning and Development:** Training New Joinees, employees & stakeholders.
- **Employee On-boarding:** Completing joining and exit formalities and assisting in induction training.
- **Employee Personal File Management:** Documenting, managing and archiving employee details on ERP and hard copy formats.
- **Employee Communication:** Communicating company policies and employee welfare benefits.
- **Employee Engagement:** Facilitating employee engagement activities.
- **Employee Relations:** Managing employee queries and request.
- **Talent Acquisition:** Sourcing & screening candidates from various databases to match job description.
- **Candidate Briefing:** Conducting telephonic briefing regarding role, responsibilities and salary negotiation. Also screening basic candidates' interest and internal parameters.
- **Meeting Deadlines:** Ability to work under pressure and tight deadlines, which also involve extended hours and produce effective result as expected from the role.
- **Social Media Management:** Ability to handle Social Media Platform for both Personal and Corporate Accounts. Platforms like: FaceBook, Instagram, Twitter, LinkedIn, Pinterest and other Blogging/Vlogging Platforms.

MATTSENKUMAR LLC – GURUGRAM (BRANCH)

MANAGER HR & TRAINING – JULY 2022 – AUGUST 2024

The role involved sharing a strategic vision, influencing others, and aligning actions with objectives and priorities. Responsibilities included developing adaptable, results-driven action plans, fostering collaboration across teams, and ensuring timely, high-quality outcomes. Managed a pool of trainers (Process and Language), conducted TTT as needed, and oversaw employee supervision and feedback. Required independence, accountability, and adherence to governance principles. Focused on team management, process improvement, L&D training, strategic thinking, and cross-functional collaboration while maintaining a positive work environment.

Role & Responsibilities:

- **Performance Metrics:** Hiring conversion, NHT throughput, employee analytics, initial performance, login time, audits, refresher training, team huddles, calibrations, floor support, and training adherence.
- **Reporting & Compliance:** Ensure effective communication and highlight potential risks.
- **Content & Team Management:** Develop training content, contribute to L&D (ethics, etiquette, motivation, upskilling), and oversee compliance training (POSH).

CONSTRUE IT SOLUTIONS PRIVATE LIMITED – GURUGRAM (BRANCH)

MANAGER - CUSTOMER RELATIONSHIP AND LEARNING DEVELOPMENT (CONTRACT):

MARCH 2022 – JULY 2022

CONSULTANT TRAINER (CONTRACT): MAY 2019 – JULY 2021

- **Customer Delight (NPS):** Capture, monitor, and recover Customer Satisfaction Index (CSI), Prospective Satisfaction, and Demo Satisfaction.
- **Customer Referral:** Maximize referrals and design relationship frameworks.
- **Learning & Development:** Train and upgrade national/regional demo teams, finalize e-induction, conduct skill audits, and manage Virtual University.
- **Customer Engagement:** Oversee voice, mail, and social interactions, response quality, conversion, and audience engagement at events.
- **CRM Automation:** Optimize CRM and telephony for seamless automation, managing technical issues with Zoho.
- **Telephony Setup:** Manage IVR for inbound/outbound calls, call forwarding, queuing, and issue resolution with Knowlarity.

CENTUM LEARNING – AIRTEL ENTERPRISE & RETAIL

DEPUTY MANAGER: AUGUST 2021 – JANUARY 2022

- **Training:** Completed Enterprise Telecommunication architecture training.
- **Master Training:** Improved presentations, workflows, and exercises for new batches.
- **Store Staff Training:** Trained staff on AirTel Black bundling (Fiber, DTH, Mobile) for better benefits.
- **Refresher Training:** Conducted online sessions on product updates to enhance sales and customer experience.
- **Virtual Certification:** Led Virtual Fitness Certification, assessing tool usage, communication, and sales skills.
- **Engagement & Motivation:** Inspired staff through games, ice-breakers, and incentive awareness.

CERTIFICATIONS

- Certification in English & PD Training by Pearson
- Certification in IT Training by Educomp
- Certification in Beauty & Grooming from Lakme & Avon
- Certification in Retail & 4G Training from AirTel

SKILLS AND ABILITIES

- Leadership Skill
- Emotional Intelligence
- Problem Solving Skills
- Product Training
- Process Training
- English & Communications Training
- Content Development
- Soft Skill Training
- Grooming
- Customer Service Training
- Team Building
- Beauty & Makeup
- Digital Marketing
- Affiliation Marketing

INTERESTS & HOBBIES

- **Anchoring:** Hosting Corporate Events
- **Traveling:** Off-Roadng, Adventurous Sports
- **Reading:** Self Help and Spiritual Books
- **Information & Beauty Blogging:** General topics & Beauty and Make Up Influencer on third party channels
- **Video Blogger:** On my YouTube Channel 'Grace & Glam'

CONTACT DETAILS

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PERSONAL INFORMATION

Gender: Female

Language Proficiency:

English, Bengali, Oriya, Hindi

Address:

Aerocity, Mohali, Punjab

AMAR UJALA PUBLICATIONS LTD.

MANAGER (L&D) CORPORATE HR DIV: JUNE 2018 TO DECEMBER 2018

- Worked in HR Operations. Was **Heading L&D Dept.** Responsible for entire HR functions including Recruitment On boarding, Induction of New Joinees.
- Conducting **Cross Departmental Training** Programs and Presentations for New and Existing Managers and Supervisors across all 20 locations of Amar Ujala.
- Creating **Induction Module** and other **HR Modules** for employees & management.
- Responsible for Grievance Handling and Reward & Recognition.
- Organizing Camps- (Free Health checkup/Eye-checkup camps), for Employees and Stakeholders.
- Active Participation in Talent Acquisition.
- Managing and Organizing Employee Engagement Programs from time to time.

RAYMOND LTD. NEW DELHI

REGIONAL TRAINING LEAD FOR NORTH REGION: JUNE 2016- MAY 2018

- Responsible for Imparting **Training-Sales/Product/Grooming** for all Brands-The Raymond Shop, EBOs, MBOs, LFS' COCO Stores & Franchise network.
- Conducting TNI & TNA and preparation of weekly & monthly **Post Training Reports** using Kirkpatrick Model.
- Creating **Walkthrough Module Design** for training.
- **Store Staff and Managers Training** (Area & Regional Managers Training).
- **Promoted as a National Lead Trainer**-Park Avenue on May 2017.

INDIA CAN, AHMEDABAD

REGIONAL TRAINER - ENGLISH / IT / BEHAVIOR: OCTOBER 2009 -AUGUST 2012

- **Certification in Personality Development Program**, English & I.T. from Educomp & Pearson
- **Conducted Vocational Training for Students** - Working Executives, and Businessmen & Housewives.

E&Y

SENIOR SOFT SKILL TRAINER: MARCH 2016-MAY 2016

Worked as a Senior Soft Skill Trainer in a World Bank Project Vision 2021 in association with E&Y in Dhaka for promotion of IT Literacy. Also training given to International Universities on Communications Skills, PD Skills, Interview Skills, resume writing to make the students Job Ready for Corporate(s).

CORPORATE TRAINER

FREELANCER

- Retail & Sales & Distribution, Centum Learning, and company under Bharti AirTel for pan India Training for the employees of AirTel Stores and Office.
- Future Group Training (Apparels) Big Bazaar/Pantaloons/Central-Mumbai
- Future Group Training (Apparels / Product / Grooming / Business Analytics / Inventory & Shrinkage Management) Big Bazaar / Pantaloons-Bhubaneswar
- Future Group Training (Apparels Training) for Brand factory -Bhubaneswar
- Future Group Training (Passion for Fashion/Apparels Training) for FBB-Kolkata
- Future Group Training (Product Training) for Home Town-Kolkata
- Reliance Trends, (Apparels Training) Ahmedabad
- Punjab National Bank-Orissa
- Titan- Tanishq, Orissa, Kolkata
- Frankfinn Institute of Air Hostess Training, Bhubaneswar
- Palm Greens Club, Ahmedabad,
- Hindustan Unilever, Ahmedabad
- Adidas, Guwahati, Bhubaneswar
- Lakme, Mumbai, Kolkata
- Shoppers Stop, Mumbai, Kolkata
- G.L.Bajaj Institute of Management & Research, Greater Noida
- Worked as an Event Manager & Emcee for hosting series of Corporate Events.

DISCLAIMER

I hereby declare that the details furnished above are true and correct to the best of my knowledge.

Place: Mohali, Punjab – India

Updated: March, 2025

(Devjani Choudhury)